

Vision Of Direct Selling Industry & Vestige in INDIA



A photograph of three young adults (two women and one man) looking at a smartphone together. The man is on the left, leaning in to look at the screen. The woman in the center is smiling and looking at the phone. The woman on the right is also smiling and looking at the phone. They are all dressed in casual clothing.

WHY DIRECT SELLING?

Low (or no) Risk Business Ownership

It takes very little, if any, capital or start-up costs.

Extra Income

Individuals set their own financial goals, business plan and pace.

Flexibility

Individuals choose when, how and how much they want to work.

Training and Mentorship

It offers the chance to develop business expertise through free training, education and mentoring by experienced leaders.

Performance pays

The greater your effort, the greater your earning potential.



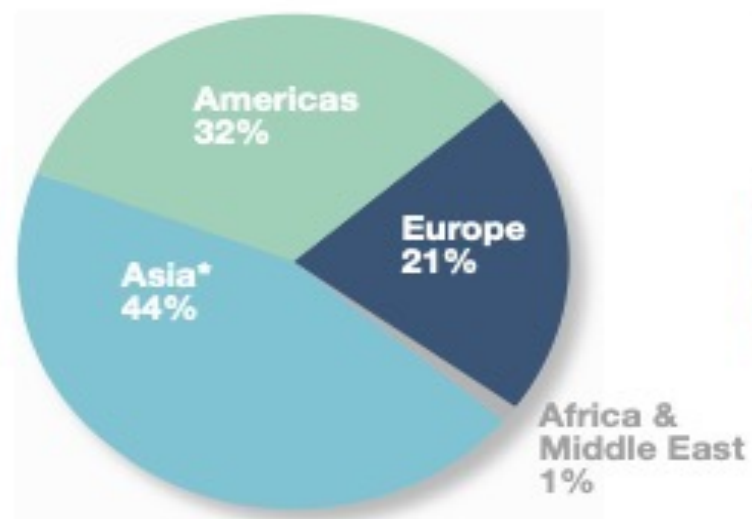
WFDSA
WORLD FEDERATION
OF DIRECT SELLING ASSOCIATIONS



**DIRECT SELLING
ASSOCIATION**

GLOBAL BUSINESS RESULTS

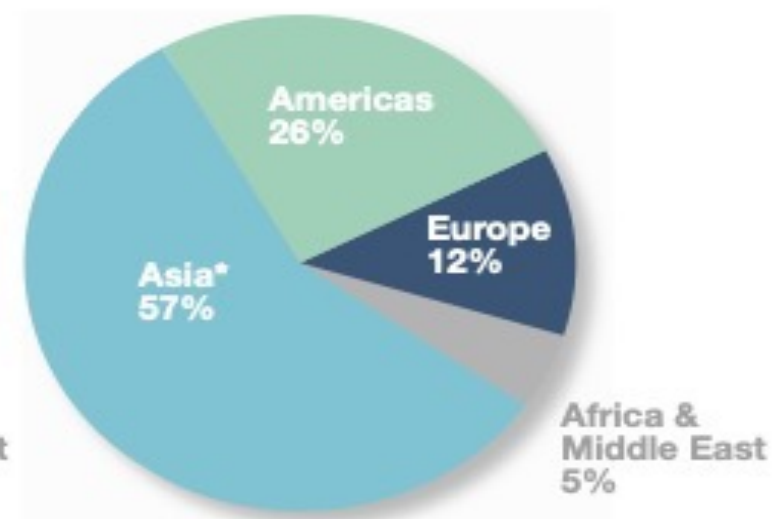
78% of GLOBAL SALES are generated by The top 10 countries.



GLOBAL SALES

IN USD BILLIONS 180.5

Asia excluding China*	54.9—up 2.2%
China*	24.0—down 0.3%
Americas	61.8—up 0.7%
Europe	37.9—up 0.8%
Africa & Middle East	1.9—up 11.6%



GLOBAL SALES FORCE

119.9 MILLION

Asia excluding China*	64.3—down 0.9%
China*	4.1—down 26.0%
Americas	30.9—up 0.1%
Europe	14.1—down 1.6%
Africa & Middle East	6.5—up 2.1%

Country	Population
China	1.44 billion
India	1.37 billion (137 Crore)
US	33 Crore
Germany	8.3 Crore
Japan	12 crore
Brazil	21 crore
Malaysia	3.2 Crore
UP (Uttar Pradesh)	23 Crore



Asia Pacific is the largest direct selling region in the world, followed by North America and South & Central America.

Major regions, 2012

North America

33.8 billion
20% share

Europe

25.9 billion
15% share

South & Central America

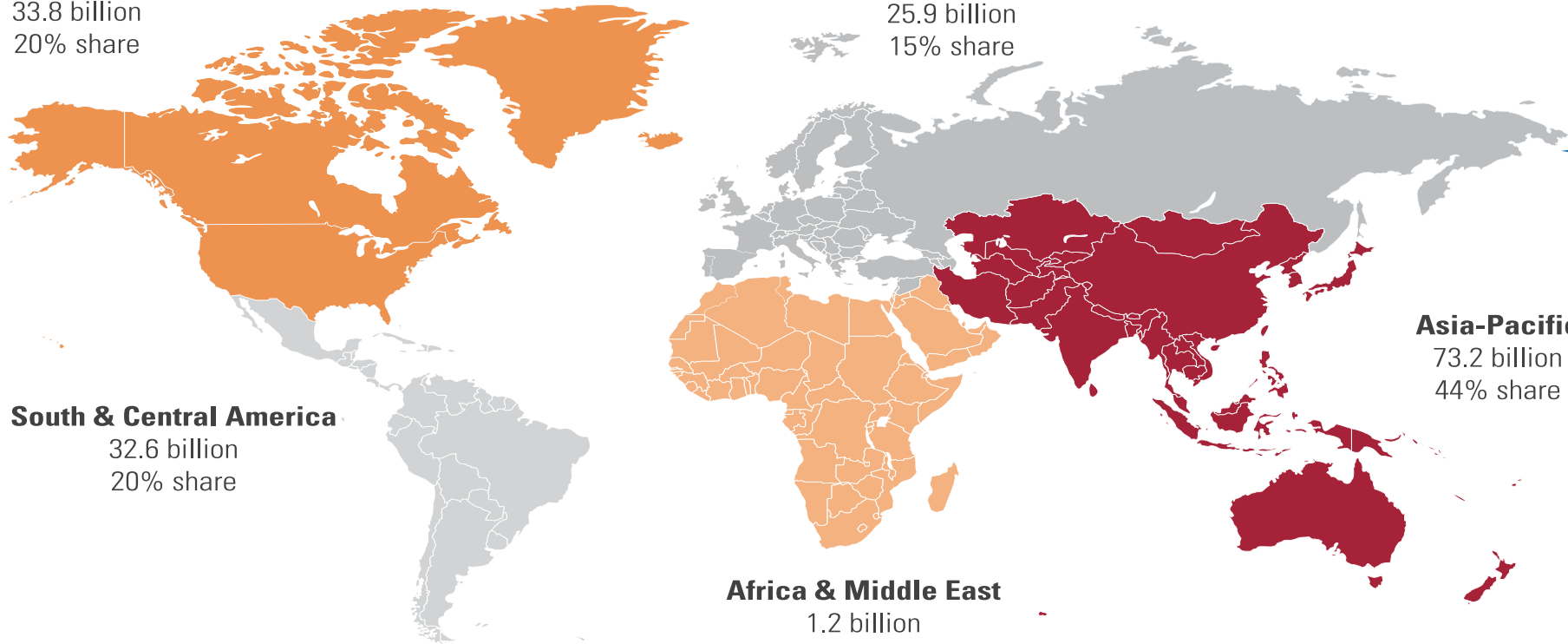
32.6 billion
20% share

Asia-Pacific

73.2 billion
44% share

Africa & Middle East

1.2 billion
0.8% share



PEOPLE OF DIRECT SELLING

ON RAMP TO SUCCESS



Direct Selling is equally attractive as an earning opportunity among all age groups.

119.9 MILLION PEOPLE IN DIRECT SELLING

113.6
2016

119.6
2017

122
2018

119.9
2019

IN MILLIONS

Global sales were generated by 119.9 million independent representatives, a decrease of 1.7% from 2019. The sales force has expanded at a three-year compound annual growth rate of 1.8% from 2016-2019.

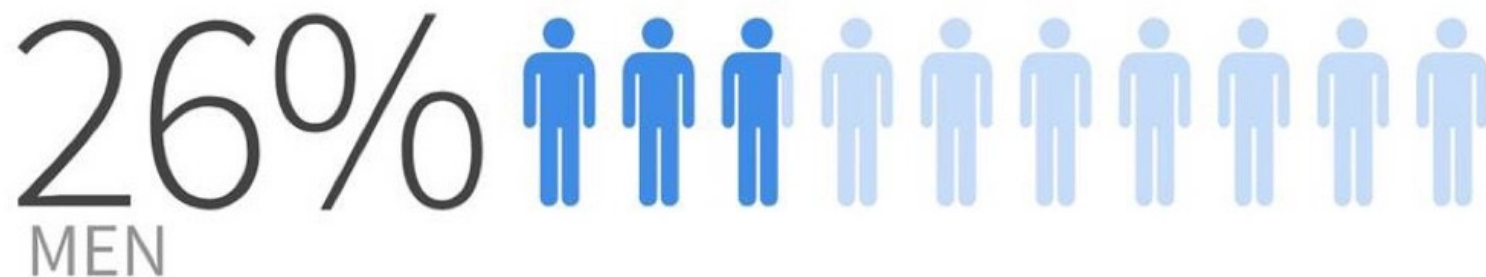
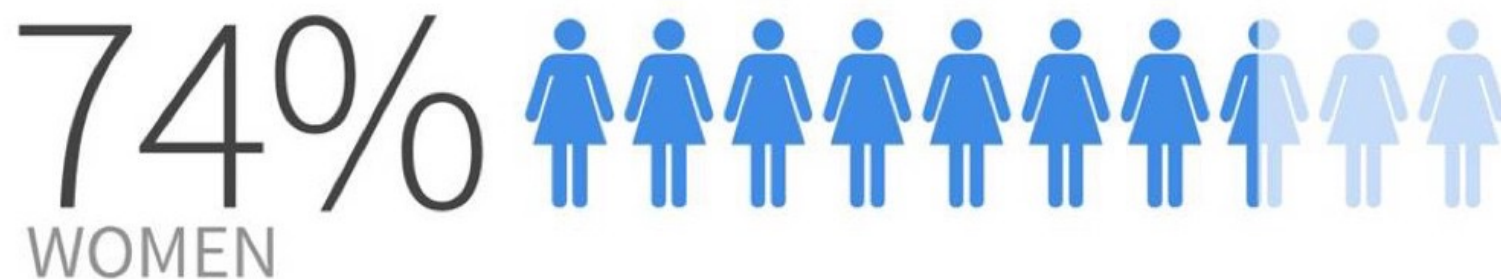
OF THESE 119.9 MILLION...

- **15.2 million** are full-time, devoting 30+ hours weekly to building their direct selling businesses.
- **44.2 million** are part-time, devoting up to 30 hours weekly to building their businesses.
- **60.5 million** others include those who have recently joined; many who join because they love the product and want to purchase at a discount; and others who join but just never become active.



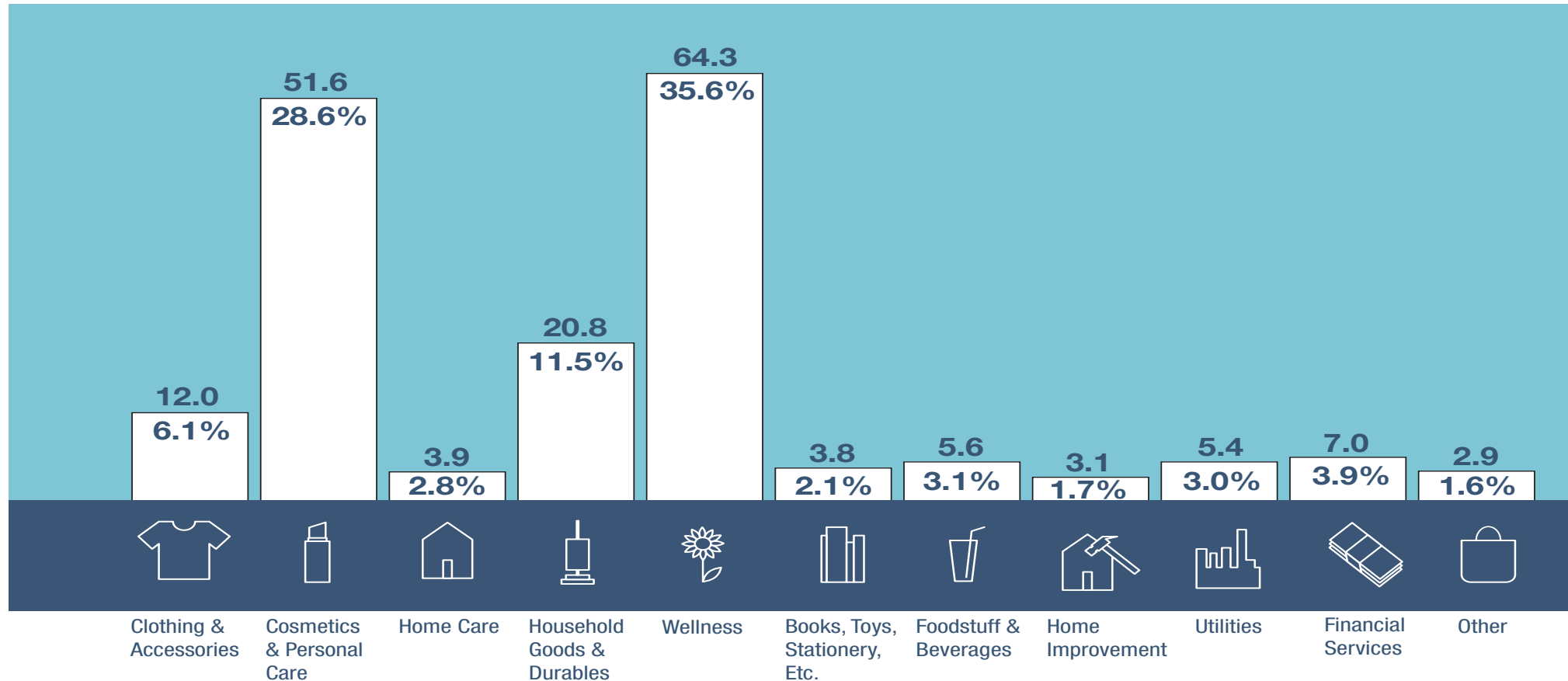
2017 DIRECT SELLING **BY GENDER** (GLOBAL)

Data Source: WfDSA



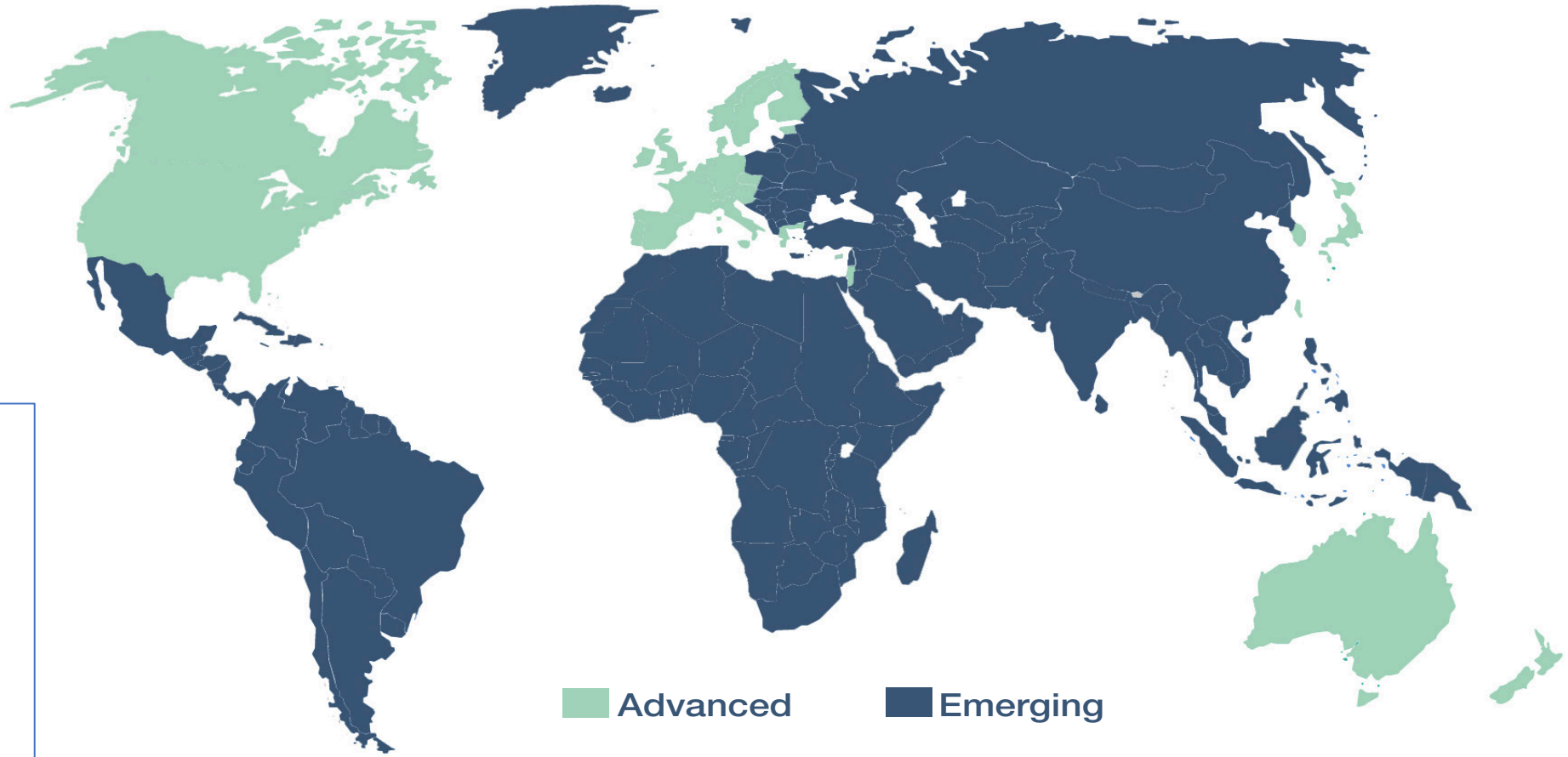
GLOBAL SALES BY PRODUCT

The two largest product categories were still- **wellness and beauty** and these together made about 2/3 of global sales, again in 2019.



IN USD BILLIONS

EMERGING Vs ADVANCED ECONOMY



Direct Selling is in more than 170 countries, covering both emerging and advanced economies.

Advanced markets hold a 60.5% share of global direct selling. The emerging markets, including China hold 39.5% of the global direct selling share in 2019.

Emerging markets continue to present growth opportunities.

Excluding China, emerging markets grew by 3.7% over 2018, with a three-year compound annual growth rate of 4.5% (2016-2019), outpacing overall industry growth.



2020 Consumer Attitudes & Entrepreneurship Study

77% of Americans are interested in flexible, entrepreneurial/income-earning opportunities



(Interest is highest among younger generations, with **91% of Gen Zers** and **88% of Millennials** interested in entrepreneurial opportunities)

Direct selling is seen as an attractive option for entrepreneurial opportunities

Favorability towards...

Direct Selling

79%

Gig Work

81%

Direct Selling Required Initial Cost and Risk Compared to Other Opportunities

REQUIRED
START-UP COSTS

Direct Selling	Realtor	Gig Work (Driving)	Gig Work (Home Rental)	Franchise (Restaurant)
Start-up Kit	- Training - Materials - Membership Fees - State Costs	- Auto loan or lease - Maintenance - Insurance - Gas	- Home or Apartment Ownership - Maintenance - Insurance	- Franchise Licensing - Location Purchase or Rent - City Licensing
\$82.50*	\$500-\$1K**	\$20K-\$40K*	\$300,000+**	\$100K-\$1M†
DSA Members Offer 90% Buyback††	No Refund on Investment	No Refund on Depreciation	No Refund on Maintenance	No Refund on Investment

RISK

Direct selling has broad, diverse appeal in the U.S.

Direct Selling prospects are...

48%
Women

35%
Millennial

20%
African American

U.S. consumers continue to remain positive about direct selling, with perceptions toward direct selling remaining stable at about 80% over the past 10 years.

Consumers find the following most appealing about the direct selling channel:

Supporting small business

69%

Personalized service that direct sellers provide

67%

Social media can help direct sellers be more effective.



89%
use social media

46%
of Americans would welcome contact from direct sellers regarding business opportunities on social media



cutting through complexity



Direct selling

A global industry empowering
millions in India

INDIA – The Sleeping Giant for Direct Selling Industry

In accordance with the report of “**The Global Direct Selling – 2019 Retail Sales**” by the World Federation of Direct Selling Associations (WFDSA), India was ranked 15th in the global direct selling industry with sales of **USD 2.477 billion** in 2019. This has shown a growth of 12.1% in comparison to the 19th rank in 2018. The ranking has been topped by the United States (US) which contributed 20% of the global direct selling industry with sales of USD 35.21 billion, followed by China with 13% contribution at 2nd rank, and Korea and Germany with 10% contribution each at 3rd position.

- In terms of the number of direct sellers, India has been ranked at 6th position, providing employment to 57.50 lakh people.

Rank	Country
15	India
1	United States (US)
2	China
3	Korea & Germany

Key Points:

-As per the latest joint report by Indian Direct Selling Association (IDSA) and data insight firm Kantar, India has recorded the highest year on year growth rate of 12.1% .

-India has also recorded the highest Compound annual growth rate (CAGR) of 16.3% over the period of last three years, amongst the top 20 direct selling markets across the globe. It has grown from Rs 8,308 crore in 2015-16 to Rs 13,080 crore in 2018-19

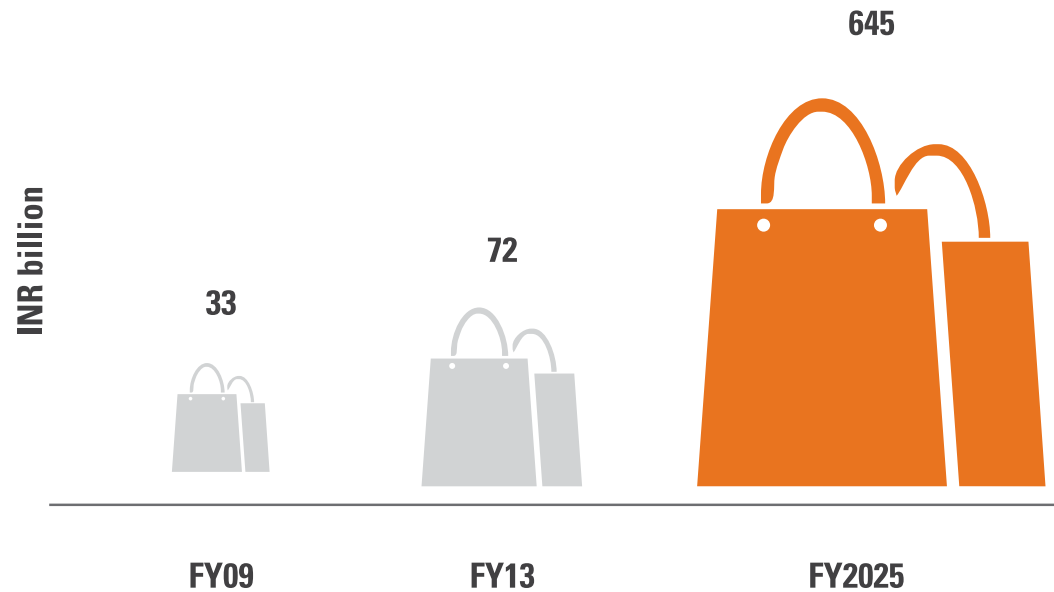
–**Wellness** tops the chart of leading segments in Direct Selling followed by cosmetics and personal care.

By 2021 - 15,930 Crore @ 4.8% CAGR

1

Immense market potential of INR 645 billion...

Direct selling market size in India

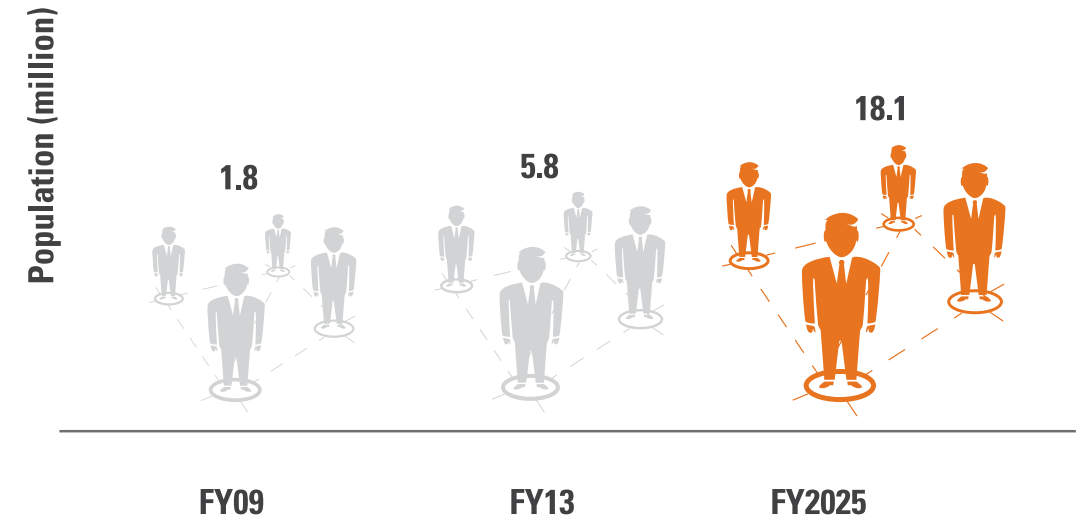


Source: IDSA, PHD Chamber of commerce and industry, KPMG in India analysis

2

...offering self-employment opportunities to 18 million

Self-employment opportunities

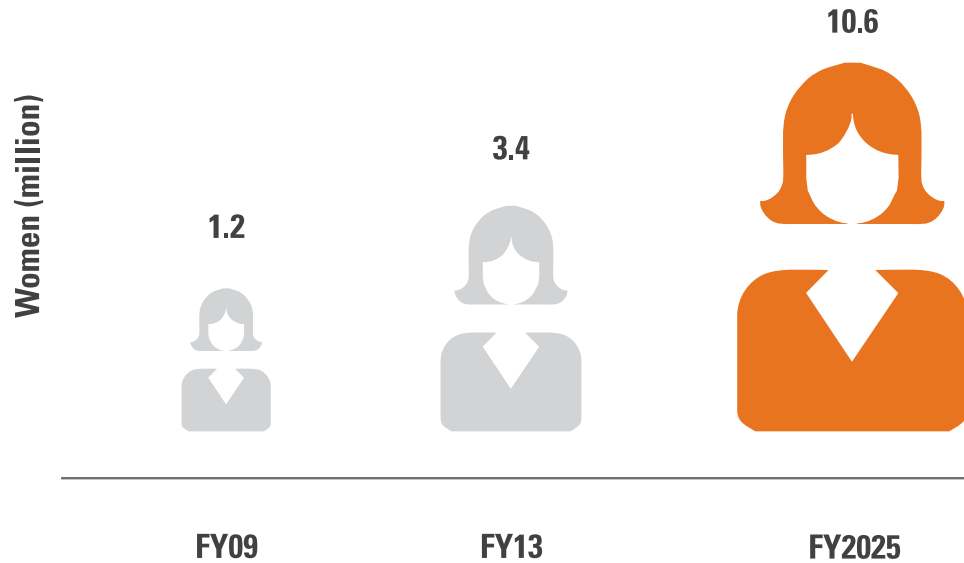


Source: IDSA, PHD Chamber of commerce and industry, KPMG in India analysis

3

With the potential to economically empower ~11 million women

Women empowerment

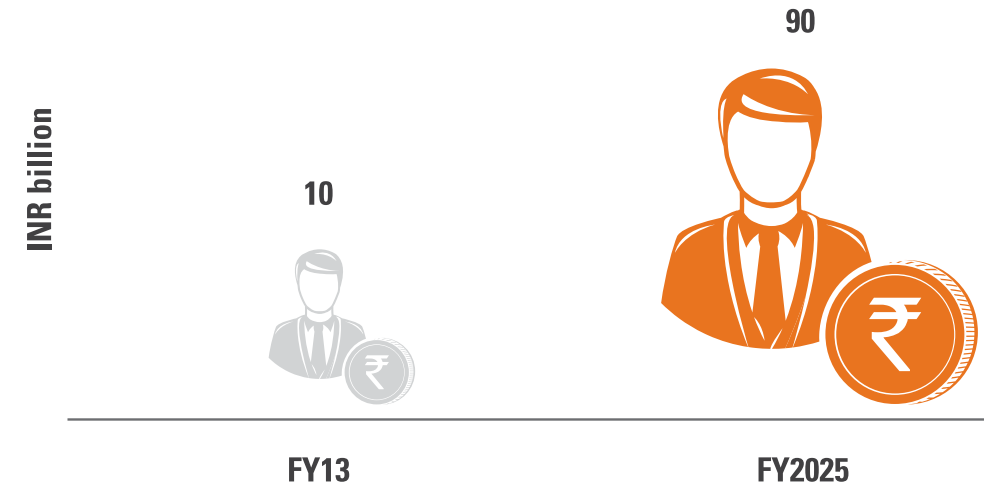


Source: IDSA, PHD Chamber of commerce and industry, KPMG in India analysis

4

...and the ability to contribute INR 90 billion to the exchequer

Tax



Source: IDSA, PHD Chamber of commerce and industry, KPMG in India analysis

5

.. with CSR contribution of INR 0.5 billion



6

and employment to 2.5 million people



Indian Direct Selling Industry by 2025 - 65000 Crore

Direct selling market potential (INR Bn)



Source: Euromonitor, BCG Report 'The Tiger Roars, Capturing India's Explosive Growth in Consumer Spending', 2012, KPMG analysis

Growth Drivers / Key Trends

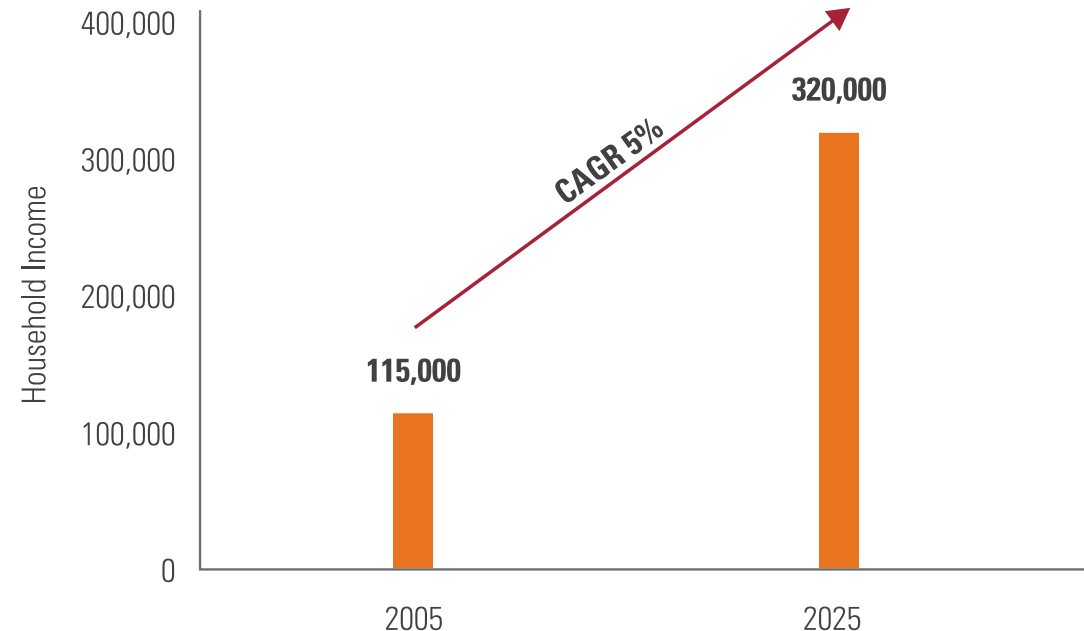
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Increasing Personal Disposable Income

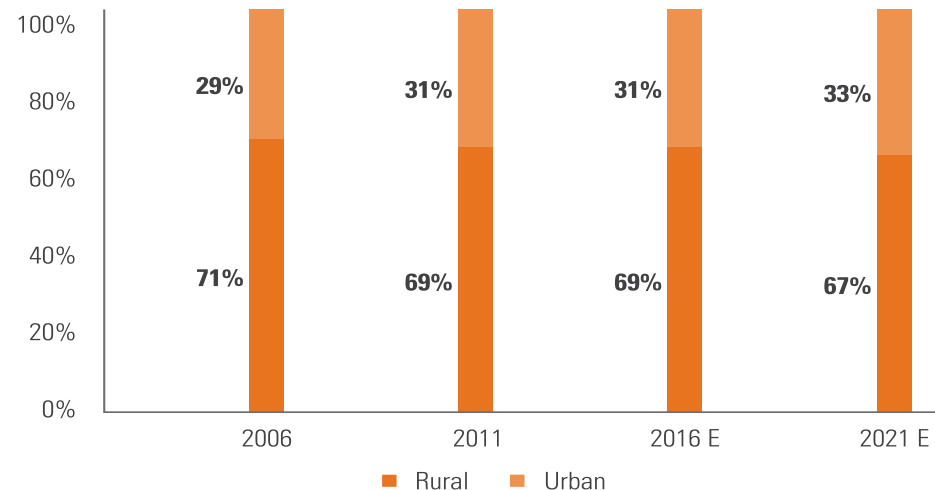
Driven by robust GDP growth, the Indian household income is likely to triple by 2025, from INR 115,000 currently to INR 320,000 (approx.)

Due to rise in employment rate, disposable incomes has also increased resulting in improving the sales of the goods and services across the direct selling industry.

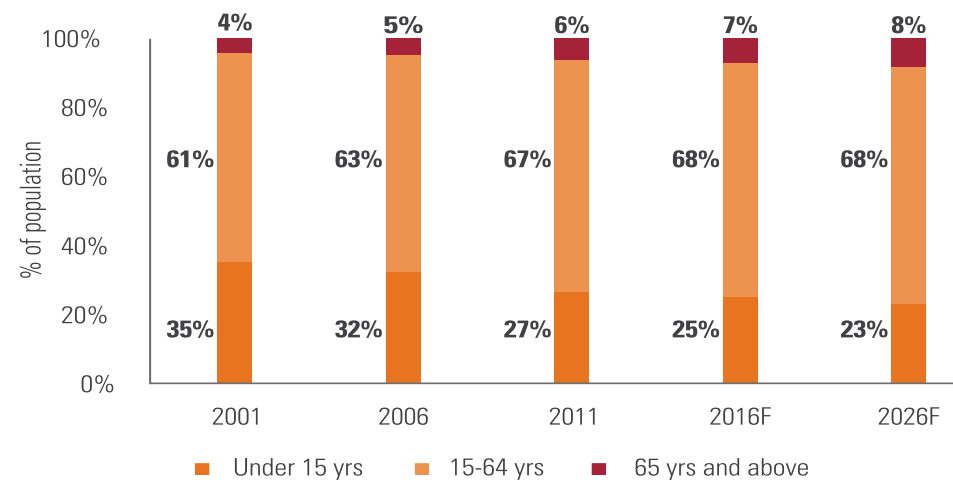
Household Income



- In 2011, about 28 per cent of India's population resided in urban areas which is expected to see an increase and reach to 33 per cent in 2021 (1.5 times the growth of overall population).
- Urbanisation is expected to have a positive impact on the lifestyles of people as they will likely have more exposure to better quality products and services.
- Also along with rapid urbanisation, by 2021 a higher share of the population is expected to shift towards the workable age group. Convenience and improvement of lifestyle should trigger a demand for direct selling products specially packaged food, cosmetics and household appliances.



Source : KPMG in India analysis

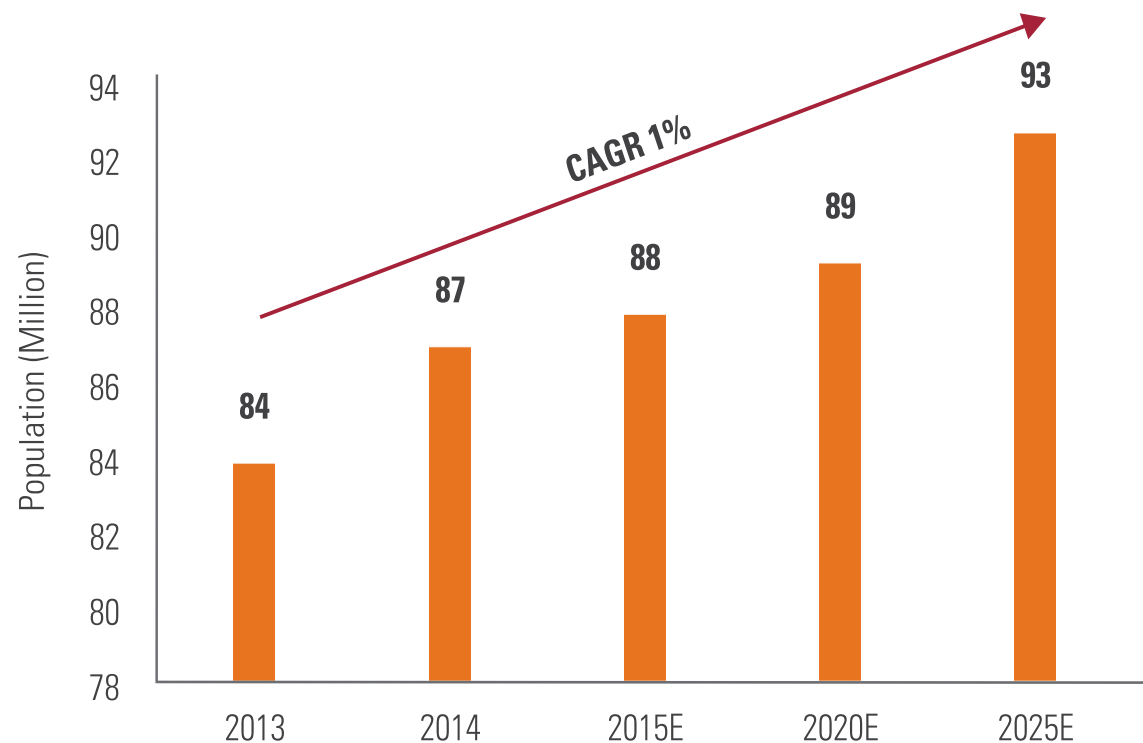


Source : KPMG in India analysis

Significant rise of women in urban work force

- According to India's National Sample Survey, the proportion of working women in urban areas increased from 11.9 per cent in 2001 to 15.4 per cent in 2011.
- As a result of more women being employed, there has been an increase in the disposable income leading to increased capacity to spend. This will help further aid the growth of the industry.

Employed Female Population



Source : India Stats

4

Increasing reach of the direct selling industry¹⁴

- Direct Selling companies are now expanding their reach and are trying to enter Tier 2 and Tier 3 cities and rural areas, providing the consumers with knowledge about different products and services
- Maintaining good quality at affordable prices; demand for these products has increased and has resulted in increase in the number of products sold through the direct selling channel.
- Increased focus on the agricultural sector could boost rural incomes, and could provide better growth prospects for direct selling companies going forward.

Why Direct selling will Grow BIG time in INDIA

- Job Insecurity (job security is the thing of PAST !!!!!)
- Small traders and self employed professionals facing lots of crises- Because of advance technology, automation, entry of BIG players in the market
(OLA, OYO, PAYTM, DMART, NETFLIX etc)
- Self employment (Atmnirbhar) is the solution for Unemployment.
- Entrepreneurship BOOM – More than 95% failure
Because lack of capital, Experience, competition, Guidance
- India is a Young Country- 27 % Youth i.e - 33 Crore(every 5th youth in the world is from INDIA)



Direct Selling

Why ONLY VESTIGE



THE COMPANY

- Vestige Marketing Pvt. Ltd., which started its operation in the year 2004, is a leading direct selling company dealing in world class wellness products
- Vestige is constantly growing at a phenomenal rate every year. The growth rate in itself speaks about the quality of the products, the marketing plan and the management that has been able to deliver such a rewarding and sustainable system to the distributors
- Vestige believes in empowering its members with the opportunity to lead their lives on their own terms

More than 2 crore distributors in India

3000 online + offline centres all over India

350+ products in our portfolio

International presence in Bahrain, Bangladesh, Oman, Saudi Arabia and the UAE.

THE COMPANY

VISION

To help people live a life of economic independence on their own terms.

MISSION

To grow to a global scale and become the benchmark in direct selling.

VESTIGE ADVANTAGE

- Low Financial Risk
- A Well Crafted Marketing Plan
- World Class Products
- Income Stability
- High Returns
- Reliable & Profitable
- Great Incentives
- Extensive Trainings



FOUNDER'S PHILOSOPHY



Gautam Bali
Managing Director

*Believing in yourself is the first secret
to **SUCCESS**.*

“ We have come a long way in the last 16 years. Our growth has been an outcome of a forward-looking approach, and with our dedicated team and commitment to quality, we are indeed geared up for the future. Vestige has set ambitious goals for itself and is striving hard towards their accomplishment. ”

VESTIGE MANAGEMENT



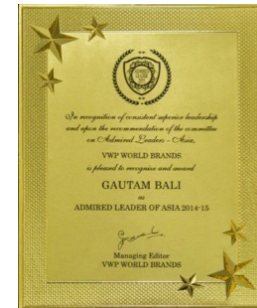
“Transforming
Dreams Into
Reality.”

Vestige is piloted by the most admired pioneers of the direct selling revolution in India; the visionary management of the company has strongly led Vestige from one peak of success to another and by developing a unique business plan they have helped people to transform their lives using the mantra of success through Wellth.

AWARDS & RECOGNITION

Vestige has been bestowed with many prestigious awards & certificates:

- Vestige is a member of “**Health Foods and Dietary Supplements Association**”
- Manufacturing facility received the “**Good Manufacturing Practices**” Certification- *GMP certificate renewed annually*
- Vestige was awarded with “**Certificate of Excellence in Productivity, Quality, Innovation and Management**” by the Institute of Economic Studies (IES)
- **Gautam Bali** was honoured with the prestigious **Best CEO Award – 2012** at Obtainer Direct Selling Forum
- Vestige was awarded as “**Most Admired Brands & Leaders – Asia**”
- Vestige upgraded to **ISO 9001:2015** certification in 2017
- Manufacturing Facility ‘**GMP**’ & **ISO 9001-2008** certified
- ‘**Halal**’ certified products



RECIPIENTS OF GLOBAL 100 AWARDS FOUR YEARS RUNNING!

Getting Recognition Globally

Vestige Marketing is now listed **30th** in the **TOP 100** direct selling companies in the world

Looking forward to become no. 1 direct selling company!



BEST NUTRACEUTICAL COMPANY AWARD

Vestige won the **Best Nutraceutical Company of the Year 2017 & 2018 Award** at ABP News Healthcare Leadership Awards



Hon'ble Education Minister of Bangladesh, **Nurul Islam Nahid** presented the 2017 award to Vestige

IBC CORPORATES AWARDS



We never stop and we never will!

Vestige Marketing Pvt Ltd is now awarded as India's Best Company Of The Year 2017

NORTH INDIA BEST EMPLOYER BRAND AWARD 2018



Vestige was bestowed with the
North India Best Employer Brand Award 2018

NATIONAL BEST EMPLOYER BRAND 2018 & 2019



Vestige won the **National Best Employer Brand 2018 & 2019 by World HRD Congress** becoming one of the chosen few companies that have excelled in providing an equal, fair and transparent work culture and growth platform to its employees.

GLOBAL HR EXCELLENCE AWARDS



Vestige won the **Global HR Excellence Awards 2019 for Best Workplace Practices**. It is a testimony of our commitment towards improving our workplace and enrich the lives of our employees.

CERTIFIED AS A 'GREAT PLACE TO WORK

Vestige is Certified as a **'Great Place to Work'** Second Time in a Row!

Great Place to Work® Certification is one of the most prestigious achievements for any organisation across the globe. Every year, more than 10,000 organisations from over 60 countries partner Great Place to Work® Institute and we are proud to announce that Vestige Marketing Pvt Ltd has been certified as a "Great Place to Work" for the year 2020-21 (Mar '20-Feb '21).

Vestige has been recognised as an organisation that has successfully created a culture of high performance and high trust in a constantly changing Indian workplace landscape. The consecutive recognition of the company exemplifies its highest standards of human resource practices.

This feat has proven that nurturing talent and building relationships characterised by trust, fairness and respect only drives employees to perform their best.

Thank you to each one of you for making this achievement possible.

Wish You Wellth!

Building and Sustaining a
High-Trust, High-Performance™ Culture
Learn more at: <http://www.myvestige.com/work-culture.aspx>



Vestige has been certified as a
"Great Place to Work" for the year 2020-21. We have been recognised as one of the few high performance, high trust organisations in a constantly changing Indian workplace landscape for **two consecutive years** now.

ISO CERTIFIED

Vestige Head Office has received a the following prestigious ISO certifications which affirm that the respective systems of this location uphold the high international standards established by the International Organization for Standardization (ISO).

- ISO 14001:2015 certification for Environmental Management System
- ISO 45001:2018 for Occupational Health & Safety Management System
- ISO 50001:2018 for Energy Management System
- ISO 27001:2013 for Information Security Management System

Vestige Sonipat Warehouse has also received the ISO 22000:2018 certification for their Food Safety Management System.



Vestige - 2025

- Fastest Growing Indian Direct Selling Company
- The Only Indian Direct selling Company under—
Worlds Top 100 direct selling Ranking
- By 2025 - 50 Plus Countries with 20,000 Crore
Global Turnover
- World Ranking – Top 10





VESTIGE

**YOUR SEARCH
ENDS HERE**

In your Success,
Lies our Success

wish you wellth